

Operating Principle: |Read – Reflect – Respond|

THE CATALYST

"A fortnightly newsletter-cum-magazine, published as Odd and Even Issues, spotlighting the academic, creative, and cultural life of IFIM College – featuring student voices, faculty insights, and campus highlights."

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OFF CAMPUS

1.Brand Bengaluru: Exploring the City's Heritage, Culture, and Innovation

As part of the Brand Bengaluru initiative, the UG (batch 2025) students were given an exciting opportunity to step outside the classroom and explore the city through different lenses. The project was designed to capture Bengaluru's unique blend of heritage, culture, modern infrastructure, and natural environment. Each team was assigned a specific cluster of the city to cover, ensuring that every corner old and new was represented.



A total of eight teams were constituted, and each was allotted a specific cluster of locations for coverage. Team 1 was assigned the Malleswaram and North-West region, which included the ISKCON Temple, Malleswaram, the Hockey Stadium (Shivajinagar side), and the NAL campus. Team 2 was allocated the Basavanagudi and South Heritage zone, consisting of the Gavi Gangadhreshwara Temple, Bull Temple, Bugle Rock Park, and VV Puram Food Street. Team 3 focused on Lalbagh and its surrounding areas, covering the Lalbagh Botanical Garden, Vani Vilas Hospital, Chamrajpet, and JP Nagar. Team 4 undertook the Shivajinagar and KR Market zone, which included Bengaluru Fort, Tipu Sultan's Palace, KR Market, Halsuru Lake, Elgin Talkies, and Shivajinagar Church.

Team 5 was designated the Central Bangalore cluster, with locations such as Bengaluru Palace, Vidhan Soudha, Cubbon Park, the Visvesvaraya Industrial and Technological Museum, Planetarium, Ravindra Kalakshetra, Freedom Park, and Pottery Town. Team 6 was allotted Indiranagar and its surroundings, including the 108 ft mono sculpture at Ejipura, Rameshwaram Café, the Indiranagar–Marathahalli stretch, and Bellandur Lake.

OFF CAMPUS



Team 7 was assigned the Whitefield and IT Corridor, covering the HAL Heritage Centre and Aerospace Museum, Whitefield, ITPL, Kempe Gowda Statue of Prosperity, and Tech Parks. Finally, Team 8 was entrusted with the Outer South/Nature cluster, which comprised Bannerghatta National Park and Begur Fort.

Through this wide coverage, the teams captured the soul of Bengaluru from ancient temples, parks, and forts to modern tech parks, cafes, and aviation museums. The project showcased how the city is at once deeply rooted in its heritage and yet constantly moving forward with innovation.

In the end, the Brand Bengaluru initiative gave students more than just a city tour it offered them a deeper connection to Bengaluru's identity as a global city with a local heart

OFF CAMPUS

2. Annual Sports Meet 2025 – League Matches Ignite Campus Spirit

The Annual Sports Meet 2025 began with great enthusiasm as the league matches were held from 20th to 22nd August 2025, filling the campus with energy, cheers, and competitive spirit. The event brought students together not just as players, but also as supporters, creating an atmosphere of excitement all around.



The first day, 20th August, was dedicated to the Volleyball League Matches. With 8 teams and 70 spirited participants, the matches turned into a display of strategy, teamwork, and sheer determination. Each set kept the audience hooked, with players showing strong coordination and a fighting spirit. After a series of close contests, two teams booked their place in the much-awaited finals.

In total, 180 students actively participated across both sports, proving once again the strong sporting culture on campus. More than just numbers, what stood out was the discipline, commitment, and sportsmanship that every player displayed. The league stage has truly set the stage for the grand showdown, with the volleyball and cricket finals scheduled for 19th September 2025.

The Annual Sports Meet doesn't stop here indoor games and track events are lined up for the second week of September, promising even more variety and opportunities for students to shine. With the leagues successfully completed, the journey toward the Grand Finale has already become one of the most memorable highlights of the academic year.

CAMPUS INSIGHT

1.From Idea to Impact: Guest Session on Entrepreneurship



On August 20, 2025, the Department of Management Studies hosted an engaging Guest Session on “Turning a Business Idea into Wealth.” The session brought together MBA students across I, II, and III semesters, along with faculty members, to explore the realities of entrepreneurship.

A total of 120 students and 3 faculty members actively participated. The speaker, Ms. Mrunalini Sathyanarayana, an accomplished entrepreneur and leader at Equantech Solution Pvt.Ltd., shared her expertise on innovation, technology, and the entrepreneurial mindset. Known for her work in mentoring startups, she emphasized how the right combination of vision, planning, and resilience can transform a simple idea into a thriving enterprise.

Throughout the session, Ms. Sathyanarayana walked students through the journey of building a business from identifying opportunities and managing team dynamics to securing funding and sustaining growth. She highlighted both the opportunities and challenges that aspiring entrepreneurs are likely to face, grounding her advice in real-world stories and practical experiences from the startup ecosystem.

The session also placed strong emphasis on the human side of entrepreneurship the importance of adaptability, continuous learning, networking, and maintaining personal well-being while managing the pressures of building a business. Students found her talk both relatable and inspiring, as it shed light not only on the mechanics of entrepreneurship but also on the mindset required for success.

By the end of the session, participants left with actionable advice, motivational insights, and a clearer perspective on entrepreneurship as a career path. Ms. Sathyanarayana’s message encouraged students to pursue their ideas with determination, preparation, and resilience, reinforcing that wealth creation is not just about profit but about creating lasting value.

CAMPUS INSIGHT

2. Breaking Barriers in Traffic Management: Team IFIM at MSME Hackathon 5.0

On August 18, 2025, Team IFIM proudly represented the college at the MSME Hackathon 5.0, where innovation met social responsibility. The team K. Vikram Kumar Reddy, Esha Varma, and Dhruva Raj K M showcased their project, the Emergency Traffic Control System (ETCS), designed to tackle one of Bengaluru's most pressing challenges: delays faced by emergency vehicles due to heavy traffic congestion.



Bengaluru, often referred to as the Silicon Valley of India, is also infamous for its traffic gridlocks. Emergency vehicles like ambulances and fire trucks often lose up to 20 minutes in peak hours, with nearly 40–50% failure rates in clearing signals on time. ETCS aims to solve this by using UHF RFID tags and readers to detect approaching emergency vehicles and provide them a green corridor at junctions. Once the vehicle passes, the system restores normal traffic flow.

The system integrates RFID tags in emergency vehicles, readers at key junctions, and signal controllers for real-time adjustments. RFID is cost-effective, reliable, and weather-proof. Key benefits include:

- Faster emergency response, potentially saving thousands of lives annually.
- Lower error rates (reduced to under 5%).
- Affordable and scalable nationwide.
- Smarter traffic flow leading to fuel savings and reduced emissions.

The team presented their solution to industry experts and government officials, emphasizing ETCS's life-saving potential and feasibility for pilot testing in Bengaluru. Judges praised the practicality, scalability, and social impact of the project, recognizing it as a solution ready for real-world application.

Looking forward, the team envisions:

- Collaborating with Bengaluru Traffic Police and BBMP for pilot implementation.
- Enhancing ETCS with IoT dashboards for real-time monitoring.
- Extending the solution to national highways and other cities.
- Seeking MSME incubation and funding opportunities to scale the project.

CAMPUS INSIGHT



Team Reflections

- Vikram Kumar Reddy: “Every second matters in emergencies. ETCS ensures those seconds are saved.”
- Esha Varma: “Our focus was to build a system that is practical, affordable, and impactful.”
- Dhruva Raj K M: “ETCS is our way of giving back to the city we live in a smarter and safer Bengaluru.”

This achievement stands as a testament to IFIM’s culture of innovation and entrepreneurship, encouraging students to take up real-world challenges with creativity and responsibility. The success of ETCS marks a milestone not just for the team but for the entire college community, showcasing how IFIM students continue to be true catalysts for change.

3.Placement Orientation and Expectation Setting



On 21st August 2025, the Placement Orientation and Expectation Setting Session was held at BF3 to guide students through the placement process, policies, and preparations required for the upcoming recruitment season. The session served as an important step in aligning students with the institution’s expectations and ensuring clarity regarding their role in the placement drive.

Out of 200 eligible students, 125 were present. The session covered the Placement Policy in detail, including eligibility criteria, participation guidelines, and code of conduct to be followed during company interactions. Students were also introduced to the Placement Opt-In Form, a mandatory submission to confirm their participation in placement activities.

CAMPUS INSIGHT

4. Leading Beyond Boundaries

The Department of Personality Enhancement Programme organized the Outbound Leadership Lab (OLL) on the 22nd and 23rd of August 2025 for the MBA batch of 2025, with the aim of strengthening leadership, teamwork, communication, and decision-making skills among students. This two-day program combined outdoor adventure with reflective learning, encouraging participants to move beyond their comfort zones and experience leadership in action.



The OLL began with an orientation where students were introduced to the objectives and guidelines of the program. The team emphasized that OLL was not only about physical activities but also about building mental resilience, emotional intelligence, and collaborative thinking. One of the first tasks was the Hula Hoop Pass, where participants formed a circle holding hands while a hula hoop had to be passed around without breaking the chain. What seemed like a simple challenge quickly turned into a test of coordination, flexibility, and patience. Students discovered the importance of rhythm and encouragement as each member contributed to keep the circle moving smoothly.

The Traffic Jam activity pushed participants to think more strategically. Teams had to place their members across the opposite side of a block, with strict rules in place no backtracking and only one jump over a teammate at a time. This activity highlighted the importance of foresight, patience, and calculated decision-making.

Another exciting highlight was the Marble & PVC Challenge, where students had to transport a marble across seven connected PVC pipes over a distance of ten meters. The challenge tested trust, precision, and clear communication, as even a moment of distraction could cause the marble to fall. Teams quickly learned that success depended on synchronization and collective focus.

CAMPUS INSIGHT



The day continued with the Nail Balancing challenge, which brought a different kind of test patience and perspective. With nearly twenty nails to balance on a single stationary nail, the task demanded attention to detail and steady teamwork. Beyond the activities, the OLL encouraged students to reflect deeply on their experiences. Discussions and sharing sessions helped participants recognize their natural leadership styles and understand the need to adapt them in different situations. Many acknowledged that trust, delegation, and open communication were not just buzzwords but essential tools for success in any team environment.

By the end of the two-day program, students walked away with more than just fun memories. They carried with them valuable insights into self-awareness, resilience, problem-solving, and the importance of collaboration. The OLL proved to be a perfect blend of fun, learning, and self-discovery, making it an unforgettable experience for all participants.

The Outbound Leadership Lab was a reminder that true leadership is not about commanding from the front, but about working together, building trust, and growing as a team. Students left the camp not just with stronger leadership skills, but also with a renewed sense of confidence and camaraderie.

CAMPUS INSIGHT

5. Fostering a Safe Workplace: POSH Act Awareness Session



On August 25, 2025, the College Auditorium witnessed an Awareness Session on the POSH Act organized under the CII IWN Karnataka Campus to Career Initiative. The session aimed to educate students about workplace safety, the importance of respectful behaviour, and the legal rights and responsibilities of both employees and employers. The event was reported by Dr. Vidhya Pillai and moderated by Dr. Sridevi, Director at IFIM College.

The session was led by Ms. Padmini S Navalgund, a distinguished professional with over 24 years of experience at Bosch Global Software Technologies. Currently serving as the CII-IWN Karnataka Chairwoman (2025-26), she has been widely recognized for her contributions, including the Automotive Woman of the Year Award (2024) in Detroit.



Ms. Navalgund has played key roles as an Indian Administrative Fellow for the Department of Agriculture and Farmers Welfare, Government of Punjab, and contributed to national initiatives. She also mentors young professionals, serves on various boards, and supports platforms like the Smart India Hackathon and the Women's Automotive Network. Her inspiring journey and commitment to empowering women in industry set the tone for the session.

The program saw enthusiastic participation from 175 MBA students across I, II, and III semesters, along with 5 faculty members. Ms. Navalgund highlighted the definition and different forms of sexual harassment verbal, physical, and visual helping students clearly understand what constitutes unacceptable behaviour in the workplace.

CAMPUS INSIGHT



Ms. Navalgund discoursed on the legal framework of the POSH Act, 2013, its significance in ensuring workplace safety, and the role of the Internal Complaints Committee in handling cases with impartiality.

One of the most important takeaways was the idea that the POSH Act protects not only women but also men, reinforcing that harassment in any form must be addressed. The session emphasized speaking up, timely reporting, and creating a culture of respect, safety, and accountability.

With her engaging style and practical insights, Ms. Navalgund ensured the session was both informative and impactful, leaving students more aware of their rights and responsibilities as future professionals.

6.Sharpening Minds: Workshop on Critical Thinking



On 29th August 2025, the Department of Personality Enhancement Programme organized a Workshop on 'Critical Thinking Frameworks' for MBA students, aiming to equip them with practical tools to apply critical thinking in everyday life and professional settings. The session was led by Prof. Anjali Prabhakaran, a distinguished academic with over a decade of teaching experience. She holds a B.A., LLB (Hons.) from Jamia Millia Islamia, New Delhi, an LL.M with dual specialization in Criminal Law and Human Rights Law from the Indian Law Institute, and is currently pursuing her Ph.D. in Victimology and Criminology. Her expertise and diverse academic background added depth and perspective to the session.



CAMPUS INSIGHT

Throughout the workshop, Prof. Prabhakaran engaged students in framework-based learning, demonstrating how structured critical thinking can aid in problem-solving, decision-making, and evaluating situations objectively. The session highlighted the importance of questioning assumptions, analyze the information from multiple perspectives, and drawing logical conclusions skills crucial for managers and leaders.

Students actively participated in discussions and exercises that encouraged them to apply these frameworks in real-life scenarios, making the session both interactive and impactful. By the end of the workshop, participants walked away with a clearer understanding of how critical thinking enhances clarity, confidence, and creativity in approaching challenges.

7. Spreading Awareness on Fundamental Duties



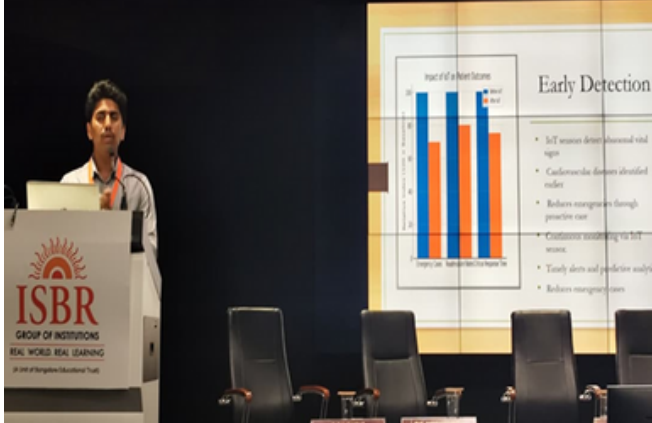
On 29th August 2025, the Department of Languages (English Discipline) hosted an Orientation Programme on 'Fundamental Duties' as part of its national-level drive to create awareness about their importance. At IFIM, it is strongly believed that fundamental rights and fundamental duties are two sides of the same coin when citizens fulfill their duties, they naturally safeguard their rights.

The session was conducted for first-year students across all courses, marking the beginning of their active involvement in this initiative. The speaker, Prof. B. B. Venkatesh, who is leading this project, explained the philosophy behind linking duties with rights and emphasized the role of students in carrying this message forward. The students were not only trained on the content of the presentation but also on how to deliver the lecture effectively in their respective alma maters. They were encouraged to use the same PPT and customize it further, ensuring consistency in messaging while making it relatable to diverse audiences.



STUDENT EXHIBIT

1. Vikram's Research Presentation on IoT in Healthcare



IFIM College is proud to celebrate the achievement of Vikram Kumar Reddy K, a final-year BCA student, who successfully presented his research paper titled “The Role of IoT in Transforming Healthcare” at the International Conference on AI-Powered Management Frameworks for Achieving Global Sustainability Goals.

This conference was held on 22nd and 23rd August 2025 at ISBR Business School, Bangalore. The prestigious conference, organized under the Anusandhan National Research Foundation, brought together researchers, academicians, and industry experts to discuss cutting-edge innovations aligned with global sustainability goals. Vikram's paper highlighted the potential of Internet of Things (IoT) technologies in improving healthcare systems, focusing on how real-time data, smart devices, and connected solutions can transform patient care and medical management.



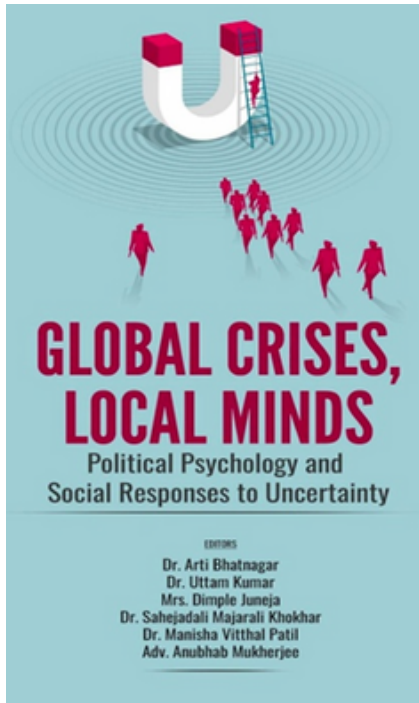
This research was co-authored by Dhruva Raj K M and guided by Dr. Sunetra Chatterjee, whose support and mentorship were instrumental in shaping the study. Vikram's accomplishment reflects IFIM's commitment to nurturing research, innovation, and academic excellence among its students.

His successful presentation not only showcased his dedication and technical knowledge but also positioned IFIM students as active contributors to the global academic and research community.

We congratulate Vikram on this milestone and wish him continued success in his academic and research journey. His achievement serves as an inspiration for peers to pursue innovation-driven learning and make meaningful contributions to society.

STUDENT EXHIBIT

2.Publication Achievement: Revanth's Research on Cyberbullying Narratives



We are delighted to share that on August 27, 2025, Mr. Labala Revanth Kumar, a 5th semester BBA student, co-authored a book chapter with Dr Fredrick Ruban A., Assistant Professor of English, Department of Language, titled “Discourse Analysis of Cyberbullying Narratives in the Indian Reddit Space.” The book chapter has been published in the edited volume *Global Crises, Local Minds: Political Psychology and Social Responses to Uncertainty*.

The chapter has analyzed 20 India-based cyberbullying narratives sourced from Reddit and online forums, using Critical Discourse Analysis (Van Dijk’s model) to study how victims narrate their experiences of trauma, identity, and resistance in digital spaces.

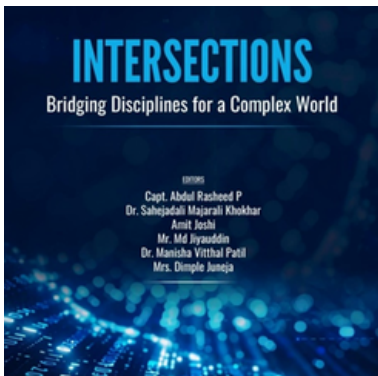
By shedding light on these issues, the book chapter emphasizes the urgent need for structural, pedagogical, and cultural responses to combat cyberbullying in India. This achievement reflects IFIM’s ongoing commitment to socially relevant, impactful research and showcases how student-faculty collaborations can produce meaningful academic contributions to contemporary challenges.

We congratulate Revanth and Dr Fredrick on this notable achievement and wish them continued success in their academic journey.



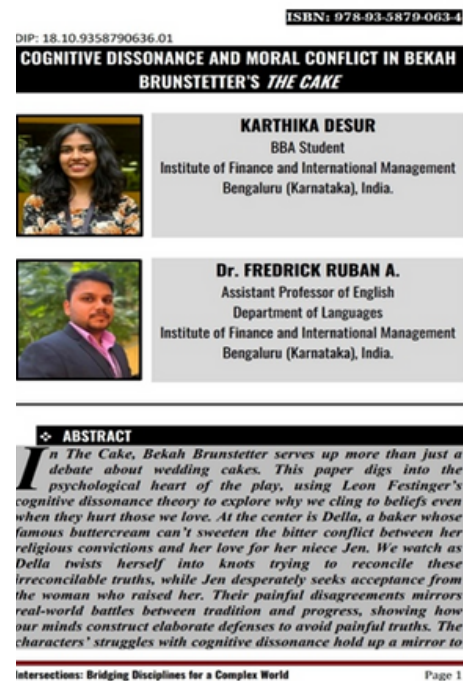
STUDENT EXHIBIT

3. Congratulating Karthika



We are proud to share that Ms. Karthika Desur, BBA (2023–2026), has published a book chapter titled “Cognitive Dissonance and Moral Conflict in Bekah Brunstetter’s *The Cake*” in the edited volume *Intersections: Bridging Disciplines for a Complex World* by Redshine Publication. The chapter is co-authored by Dr Fredrick Ruban A., Assistant Professor of English, Department of Languages.

The study examines Brunstetter’s play *The Cake* through Leon Festinger’s Cognitive Dissonance Theory, highlighting how individuals navigate inner conflicts when beliefs clash with emotions. Focusing on the character Della, who struggles between religious convictions and love for her niece, the work portrays characters not as right or wrong but as deeply human, caught in contradictions between tradition and progress. By linking literature with psychology, the chapter provides an interdisciplinary perspective on how defence mechanisms influence relationships and choices. It enriches literary and psychological discussions, while also reflecting the institution’s commitment to nurturing critical inquiry and cross-disciplinary research



4. Congratulating Prajwal Kumar



Amritha Vidya Peetham, Bengaluru, organized a 5 km marathon that brought together spirited competition and a celebration of fitness—drawing the participation of 500 students. The event was a showcase of discipline, and athletic enthusiasm.

We congratulate Prajwal kumar on this notable achievement and wish him continued success in their academic journey.

CREATIVE NEXUS

ಹೊಸ ಪಯಣ

ನನ್ನ ನಾನರಿತ ಜ್ಞಾನಿವಿಂಬಂತೆ,
ನಾ ಹಾಗೆ.. ನಾ ಹೀಗೆಂಬ ಹಿರಿಮೆಯಲ್ಲಿದ್ದೆ !
ನನ್ನ ಇಷ್ಟ-ಅಯಿಷ್ಟಗಳ ಪಟ್ಟಿಯಲ್ಲಿ ಹುದುಗಿದ್ದೆ!
ಅದೊಮ್ಮೆ ಅಜಾನಕ್ಕಾಗಿ ಬಂದ ಪ್ರಶ್ನೆಗೆ ಕೂಗಿ ಕೇಳಿದೆ,
ದಿಟವೇ ? ನಾನ್ಯಾರೆಂಬುದು ತಿಳಿದಿದೆಯೇ ನನಗೆ!
ಮಾರ್ಗನಿಯಲಿ ಬಂದದ್ದು ಶಬ್ದವಿಲ್ಲದ ಬರೀ ಮೌನ !

ಅದೇ ಮೌನದ ಬೆನ್ನತ್ತಿ ಹೋದೆ,
ನನ್ನಸಿರ ಒಳ-ಹೊರಗಲಿ ಅರ್ಥ ಹುಡುಕುತ್ತಲಿರುವೆ
ತುಂಬುಗತ್ತಲಲ್ಲಿ ಅಸ್ಪಷ್ಟವಾಗಿ ಅದೇನೋ ಅರ್ಥೈಸುತ್ತಿದೆ
ನನ್ನೊಳಗಿನ ನನ್ನೊಡನೆ ಗೆಲಿತನ ಬೆಳೆಸುತ್ತಲಿರುವೆ
ನನ್ನಾತ್ಮದ ಭಾಷೆಯ ಓದತೊಡಗಿರುವೆ
ದಿನ ನಿತ್ಯ ಒಂದಷ್ಟು ಕ್ಷಣಗಳು
ನನ್ನೊಳಗಿನ ಗೆಲಿತಿಯೊಡನೆ
ಮೌನದಿ ಮಾತಾಡಲು ತೊಡಗಿರುವೆ
ಈ ಹೊಸ ಪ್ರಯಾಣವು ತೀರಾ ತೀರಾ ಹೊಸದು ನನಗೆ !

- ವನಜ ಹಿರೇಮಠ್

-English Translation-

“Inner Journey”

As if I were a wise one who knows myself,
I lived in the pride of I am this, I am that.
I was buried within my list of likes and dislikes.
Then one day, when an unexpected question came, I cried aloud—
“Truly? Do I even know who I am?”
What arrived in reply was silence—
only silence, without a sound.
I journeyed behind that silence.
Now I search for meaning in each breath, inside and out.
In the dense darkness, something unclear
seems to be speaking to me.
I begin to grow a friendship
with the one who lives within me.
I begin to read the language of my soul.
Day by day, for a few moments,
I sit with that inner friend,
speaking in silence.
This new journey feels entirely, entirely new to me.

Mrs. Vanaja Hiremath
HR – CDE

FACULTY CORNER

Bridging Channels, Building Insight: Dr. Vidya Pillai's Book on Retailing for the Modern Era



On July 24, Dr. Vidya Pillai, Program Head of MBA and Area Chair of Marketing at IFIM College, released an insightful book that explores the evolving world of retail through the lens of multichannel and omnichannel strategies. The book offers a well-balanced blend of academic theory and practical insights, making it a valuable reference for researchers, academicians, MBA students, and retail professionals alike. In today's retail environment, consumers expect a consistent and connected experience whether shopping online, in stores, or through mobile devices.

This book focuses on how businesses can adopt a multichannel and omnichannel mindset to create integrated customer journeys. It also discusses the challenges and opportunities faced by retailers as they adapt to technological advancements and shifting consumer expectations.

Key strengths of the book include conceptual clarity, a strong academic foundation through carefully selected literature, and real-world applicability. It sheds light on how retail has transformed in response to innovation and changing consumer behaviour.

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THANK YOU NOTE

Dear Readers,

We are delighted to present another enriching edition of *The Catalyst*. Your unwavering support and enthusiasm inspire us to continue our mission of delivering insightful and thought-provoking content. It is your engagement that drives us to challenge perspectives, and spark conversations that matter. Every article, feature, and insight has been thoughtfully curated to bring you relevant, engaging, and impactful content that resonates with your curiosity and aspirations.

We appreciate your continued support and readership. Your feedback and engagement shape the evolution of *The Catalyst*, making it a space for shared learning and inspiration.

Thank you for being a valued part of our journey!

With gratitude,
The Editorial Team

LETTERS TO THE EDITOR

The Catalyst invites contributions from students and faculty members for the "Creative Nexus" and "Critical Perspectives" columns, respectively. "Creative Nexus" accepts creative works such as verses, short fiction, and cartoons, whereas "Critical Perspectives" welcomes critical write-ups from faculty on current issues, with a word limit of 500–800 words. Kindly submit your contributions to [***thecatalyst@ifim.edu.in***](mailto:thecatalyst@ifim.edu.in)